

South Dakota Board of Directors for Educational Telecommunications

October 2017

**Director of Content Report**

Strategic Plan Goals:

**SDPB 2017 Media initiatives; Special Projects; Content Division Strategies:**

**SDPB Media Initiatives:**

The 17/18 High School Activities event season is underway. SDPB has made changes in DVD/CD offering for SDHSAA Orchestra and Band Concert Productions.

SD.Net: The App and Web success continues to roll along with additional boards and commissions adopting audio webcast practices. The anticipated growth in workload has prompted an ask for additional support staff in the 2019 State budget year.

The Black Hills Bureau has opened new digital production opportunities with host media events and include audience engagement. It's a new option for our producers and we are diligently working to make it a standard practice when possible.

SDPB Content Working Groups: The cross-section of staff participants in our three content working groups have at times overwhelmed themselves with program and segment ideas. They are working to be as efficient as possible in coordinating digital content development with on-going program series and not always as in addition to.

SDPB News Beats: We have committed at least one person to work on the beat full-time and provide content across platforms. In addition, special series are in the works, Uncertain Bounty on the drought and others will become more routinely scheduled. The "Sports and Recreation" and "Technology and Innovation" beats have been sponsored. Other beats include: Education and Healthcare; Arts and Culture; Community and Economic development; Place, lifestyle, and community identity.

**Special Projects: All platforms contributing**

Uncertain Bounty – The economic impact of drought and a look at farm policy and support to stabilize agricultural production and markets (October 17)

Points of Pride: Quilting Traditions in South Dakota (Nov/Dec 17)

Leaving Redfield – Transition of the Redfield Adjustment Training Center  
Documentary and reporting project with TIE in Rapid City (TBA 18)

**Content division Strategies**

- SDPB Radio: In the Moment (all-day-everyday) beats and contributors.
- SDPB Television: High School Activities, No Cover, SD Focus, Dakota Life
- SDPB Digital: SD.net
- Other: Sioux Falls Studio



**SDPB Digital**  
**Kent Osborne, Director**

### **SDPB Digital**

In review of the South Dakota Network service we launched officially last December with the Governor's Budget Address, there were some interesting statistics compiled.

- ❖ 124,758 Unique viewers of 618 Hours of live content delivered and archived in 2017
- ❖ 330k archive hits - 30,161 Boards and Commissions + 297,123 Legislative archive hits
- ❖ 41% Windows – 39% iPhone/iPad – 10% Android – 6% Mac Desktop
- ❖ 1,011 downloads /active installs of the SD.net app – 85% iPhone, 15% android

Over 1,000 staff hours were logged in delivering services this year alone. These include engineering hours and staff time in the Digital department scheduling meetings, social media, monitoring meetings, trimming and delivering files.

During the first week of October we surpassed the total number of hours streamed and viewers for the entire month of September.

### **Education Services highlights**

A kindergarten teacher at the Bridgewater Elementary School won a Science Steve door prize at the TIE Conference in April. He provided two presentations for the K-2<sup>nd</sup> grade classes. Approximately 70 children attended the event. Steve provided a 2.5 hour in-service for 44 preservice teachers at SDSU. This was a great opportunity to share our resources with new teachers; the presentation was well received and we have been asked to return next year. New science demonstrations are being purchased and tested. The funds for the demonstrations are provided by DSU, 3M and the Journey Museum which support science programming at teacher events, promotional efforts and Science Steve events. We are continuing to develop dissection, USD archeology and Images of the Past education resources.

SDPB's Science Steve has been selected to host a national PBS LearningMedia webinar in November. The topic will be Art Basics with Dick Termes: Drawing.

Preparations are being made for the 2017 SoDakSACA Conference. "Science Steve" Rokusek, South Dakota's STEM coordinator presented the preconference keynote address at the conference. The address focused on our science and art resource. A Science Steve performance will be given away during the event. Initial preparations are being made for a keynote address in November at the Sanford Science Discovery Day in Sioux Falls. Approximately 300 students will attend the event.

South Dakota High School Activities are fully underway. Digital staff have been out to state golf, tennis, and soccer, and are planning coverage of cheer and dance, cross country, and chorus yet this month.



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**EAS National Test:** Another successful National EAS Test: On Wednesday, Sept. 27 at 1:20 p.m., The Federal Emergency Management Agency (FEMA) originated and distributed the second nationwide EAS test via the *Integrated Public Alert and Warning System (IPAWS)* system. I am happy to report that our Network Operation Center in Vermillion received the National Alert at 1:22 PM. In addition, as per the National and State of South Dakota's EAS plans. SDPB activated the States EAS system, which without incident rebroadcasted the alert statewide on all SDPB's four television and two radio stations.

**Spectrum Auction Results: "Translator":** If you recall none of our nine full power television stations were reassigned during the TV Spectrum Auction. However, SDPB has one translator station K39LT-D Channel 39 serving the southern hills area from Mt Coolidge. On July 31, 2017, the FCC opened the special filing window allowing stations to apply for replacement channels. However, the special filing window is only applicable to stations that have received a notice to vacate from auctions winning bidder T-Mobile. As of this report, SDPB has NOT received notice from T-Mobile. Without the notice, all LPTV and translator licensees are in a holding pattern with no clear direction from the FCC on when a regular filing window for a new channel assignment will open. The only direction is the deadline date of July 13, 2021 all LPTV, TV translator must be complete, and operational on the new assigned channel.

**Radio Automation:** Over the past several months, Vermillion radio staff and studio engineering dedicated many nights and weekends to the design, integration, and program a new state of the art IP based radio automation and routing system. While programing and maintaining the old automation system. The new system design will fully integrate our entire Studio in Vermillion, Rapid City, Pierre and Sioux Falls through BIT IT Networking. Allowing for on-air station control from remote studios and greater access to local content throughout the state.



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**Rapid City Bureau:**

In July, SDPB Friends took possession of the new Black Hills Bureau located at 415 Main Street Rapid City, SD. During the month of July and August, Vermillion studio engineering along with help from local KBHE transmitter engineer Mike Taicher fully integrated the system to support the Bureau's multimedia studio space for radio, television and digital content creation.

**Madison Tower replacement:** The State of South Dakota, Bureau of Information and Telecommunications (in this case: South Dakota Public Broadcasting and State Radio Communications) have constructed a replacement tower near Madison, SD. The new 450' tall structure replaces one built in 1968 that had reached the end of its' useful life and had been damaged by rifle fire and accumulated rusting of structural elements.

SD Public Broadcasting uses the tower in its microwave relay system to deliver radio and television programming from the Network Operations Center in Vermillion to radio and television transmitters near Arlington (licensed to Brookings), and east of Pierpont (licensed to Aberdeen). State Radio Communications provides two-way radio service to law enforcement agencies and many other entities in the area north and west of Sioux Falls from this site. There is also a radio system at the site, which serves Lake Herman State Park. The tower construction was essentially finished at the end of June 2017.

Respectfully Submitted,

SeVern Ashes  
Director of Engineering and Operations



What a summer! Since our last meeting SDPB Marketing supported the efforts of the network and Friends of SDPB by planning and executing **Buddy/SDPB Kids** events, hosting screenings and discussions about the effect of the **Vietnam War** on South Dakotans, welcoming **The Wall That Heals** for an appearance in South Dakota, and continued our **Social Media** success in sharing content through our Digital First initiative.

With the support of a \$10,000 grant and financial assistance from 3 local underwriters, SDPB engaged 1,127 people at 13 preview screenings of **The Vietnam War**, a film by Ken Burns & Lynn Novick. Activities include screenings, discussions with local experts and story collection efforts. Lori Walsh hosted guests on In The Moment. All interviews (around 70) are online at [SDPB.org/Vietnam](http://SDPB.org/Vietnam) and include local voices talking about the legacy and lessons of the Vietnam War for South Dakotans. Screenings took place between June 10 and Sept. 23 at Crazy Horse, Sioux Falls, Pierre, Milbank, Vermillion, Deadwood, Aberdeen, Watertown, Sturgis, Chamberlain, and Rosebud.

In conjunction with the film, SDPB secured **The Wall That Heals**, a half-size replica of the Vietnam Veterans Memorial in Washington, D.C. It was on display at the Chamberlain Rest Area/Information Center (exit 264) August 9-13. The Wall That Heals included the wall replica and a traveling education center to provide information about the Vietnam War. This event was wonderfully successful. The location was perfect for travelers – in the shadow of Dignity on Bike Week – and the local community embraced this project. We had 60+ riders escort the Wall from Mitchell to Chamberlain. Volunteers from the 200<sup>th</sup> Engineering Battalion and St. Francis Indian School assisted with assembly and tear-down (in record time). Over 70 people donated their time to fill 97 slots to assist guests 24-hours-a-day while the Wall was on display. Over 200 attended the opening ceremony, and about 80 attended the closing ceremony. Best of all, the VVMF officially estimated the total number of visitors at 6,260, of whom 855 were Vietnam Era Veterans. Anything over 5,000 attendees is considered a success.

The Marketing staff participated in several events statewide with Buddy and Science Steve. Our booth featured information about bees and other pollinating insects, and gave kids a chance to make their own "Bee Garden." Also, part of our booth included information about **SDPB Kids**, our 24/7 TV and Online channel. In all SDPB participated in 6 events – Sioux Falls (2), Rapid City (2), Lead, Yankton & Aberdeen. The attendance at these events totaled 21,872. It is something to be at these events and see kids light up when they see Buddy, to converse with them and teach them a little bit about the natural world, to speak with their parents or grandparents and hear how many of them are aware of our 24/7 Kids Channel and have the app. Those who stop are very appreciative of our efforts to give kids a safe place to spend their time, and to educate children with positive, uplifting messages encouraging healthy habits and curiosity.

**Social Media** continues its growth, and producers continue to feed us fascinating material that we share with our followers. We continue to be slaves to Facebook's constant tinkering of their algorithm, and it takes a significant amount of effort to dissect and analyze these changes in order to maintain our success. Since our last meeting we have gained over 5,800 followers, totaling over 75,000 followers across all social media platforms, including Facebook, Twitter, Instagram, YouTube, Pinterest, Tumblr, and Google+. New collaborations with local music groups and artists has allowed the SDPB Music page to see a 32% growth in page followers in the last 30 days. One of the first videos from the new collaborations saw nearly 30,000 views in the first week it was posted, laying the groundwork for unrolling future local music spotlights. Below you can see the results we have experienced since August 2016.



	<i>Total Reach</i>	<i>Video Views</i>	<i>Engagement</i>	<i>Total Followers</i>
Aug-16	773,873	196,887	94,578	50,079
Sep-16	1,118,616	320,600	156,092	51,604
Oct-16	1,547,911	358,873	182,684	54,193
Nov-16	2,358,106	455,159	215,099	56,537
Dec-16	3,000,926	572,163	100,314	58,676
Jan-17	1,526,260	315,462	59,353	61,098
Feb-17	2,518,795	583,154	276,170	64,397
Mar-17	4,017,333	787,641	343,180	67,605
Apr-17	1,415,850	346,337	102,600	68,494
May-17	1,597,591	328,256	64,796	70,297
June-17	1,548,181	361,483	72,664	71,814
July-17	1,380,061	423,676	69,895	72,186
Aug-17	1,435,838	385,201	77,422	73,339
Sept-17	1,619,198	495,571	89,118	75,247

#### In other Marketing news...

- A significant amount of time was spent working with Engineering, Rapid City staff and others to create the beautiful, functional and welcoming **Black Hills Bureau**. Can't wait to do it again in **Sioux Falls!**
- We survived Matti's maternity leave (June-August) due to a motivated and talented staff and energetic interns who helped fill in the gaps left by Matti's absence.
- Assisted with screenings of **Points of Pride: South Dakota's Quilting Heritage** that took place at locations around the state in September. A couple screenings remain prior to the premiere on Nov. 25.
- Dave Foote was nominated for a regional **Emmy** for a spot promoting the Deadwood Pioneer documentary.
- Participated in planning and production for the **Fall Radio Member Drive**. Katy created new messaging and updated language to fit our goals.
- A major change in Radio, with **Audio Vault** replacing NexGen as the digital playback service, meant changes to work flow, updates to radio program formats, and a steep learning curve for Traffic and other staff members.
- We're still bracing for a major overhaul of our Traffic system, **ProTrack**. It promises to be more intuitive, efficient and able to interface with other systems.
- Working to create the **2018 Picture South Dakota Calendar** with winning photos from the 2017 Picture South Dakota photo contest.
- Participated in the **South Dakota Festival of Books** in Deadwood. SDPB has been a sponsor and participant on the festival since its inception 15 years ago.
- Assisted Underwriting staff plan and execute their **Client Appreciation Social** in Sioux Falls Oct. 11.
- Worked with staff to create events around Black Hills Bureau **ribbon cutting and open house** and visit by Paula Kerger. (Let's hope it's going well!)



## Radio Report

### Programming:

The biggest changes for Radio this quarter include opening of the Black Hills Bureau and changing our automation system. Our 12-year-old system called NexGen is no longer being supported. In order to accommodate the new Audiovault automation system and the remote studios we also changed our broadcast board. It was a long process of rebuilding all programming clocks and defining new workflow processes and learning new technology. Kudos to the radio and engineering staff!!

**Special Programming this month:** We had weekly interviews over the summer with Vietnam Veterans on *In the Moment*. Lori and her team talked with veterans and artists and protestors as part of the project. Neutrino Day in July featured a two-hour *Innovation* from the Underground lab.

*In the Moment* guests, this quarter include: US congressional delegation, ongoing interviews all candidates for governor and congress, Neel Kashkari, president of federal reserve bank, Garrison Keillor, lawn and garden conversations regular feature over the summer months, Dr. Richard Holm a regular guest on *In the Moment* to discuss medical topics. Week of programming at Black Hill Bureau in August, Tribute to Vietnam veteran Ed McGaa he spoke at one of the Vietnam Screenings and died at the end of August. He served in the Korean War as well as flying 110 combat missions in Vietnam, Lee Rainie is the director of internet and technology research at the Pew Research Center in Washington D.C. He's also the former managing editor of U.S. News and World Report.

Festival of Books – two hour broadcast from Deadwood – Authors include, **Rob Fleder** and Steve Hoffman wrote the book on the must-see sporting events on the planet. It's called *The Sports Bucket List: 101 Sights Every Fan Has to See Before the Clock Runs Out*. **Heid E. Erdrich** is a poet, a writer, a teacher and filmmaker. She's written five collections of poetry. Known as the Queen of Romantic Comedy, **Susan Elizabeth Phillips** is the only four-time winner of the prestigious Romance Writers of America's Favorite Book of the Year Award. Her latest book is titled *First Star I See Tonight*. **Geneive Abdo** is a specialist in political Islam. Her latest book is called *The New Sectarianism*. **Robin Wall Kimmerer**'s books include *Braiding Sweetgrass* and *Gathering Moss*.



Coming up: Uncertain Bounty (Oct. 19), looking at the drought and harvest across the state.

#### Member Drive:

Fall Radio Member drive was held September 9 -15. We introduced a retro SDPB t-shirt and SDPB socks. Unfortunately, the NPR coordinated week also coincided with Hurricanes Hugo and Irma and many hands were stretched looking for donations. We raised \$41,568 and received 292 pledges. Of those, 142 were new members and 131 became sustaining members. Our average pledge was \$142.36. We have decided to return to an October Fall campaign instead of September. We will have a December drive set for December 12-16.

#### Staffing:

We hired Andrew Bork as the new Business and Community Affairs Reporter based out of Sioux Falls. Andrew comes to radio via SDPB TV. He brings gifts of multi-media story telling.

We also said goodbye to Kealey Bultena who moved to Wisconsin. We have not filled this position. Jacqueline Hendry is a USD grad student and is working as an intern for SDPB. She is focusing on the education beat and providing regular feature stories for *In the Moment*.

We transitioned out our summer interns and hired Whitney Fowkes and Andrew Spangler to assist with newscast content.



### Arts and Culture Television content

SDPB Television has produced a wide variety of local arts and cultural content over the past several months, including new documentaries for our **Images of the Past** series, new editions of our magazine series **Dakota Life** and several new stand-alone documentaries. **Big House Boy**, features the life story of Dr. Malcom Jameson who spent his childhood on the State Prison grounds in Sioux Falls; **Dynasty on the Diamond**, which features the cultural legacy of Rapid City's Post 22 Legion baseball team; **Points of Pride: South Dakota's Quilting Heritage**, which features local and regional quilting stories and traditions; and **Deadwood Pioneer: A Face from the Past**, featuring an in-depth look at the forensic science involved in identifying the remains of an early Deadwood resident.

Musical performance broadcasts include **The Best of Jazzfest**, the **South Dakota Rock and Roll Hall of Fame** Induction performances, new monthly editions of **No Cover No Minimum**, our local and regional live music performance series; **Ethan Bortnick: Generations of Music**, a nationally-distributed concert recorded at the Washington Pavilion and **Rock Garden Tour: The Bad River Road Show**, recorded live as part of the Ft. Pierre Bicentennial Celebration.

Numerous arts and culture-related video and blog segments were created and shared via social media. These include content repurposed from our television projects, as well as original digital content created specifically for social media which will appear in our on-air product throughout the year.

### Webcast Production

SDPB television crews provided live webcasts of the annual Bar Foundation meeting, the Governor's Ag Ambassador Awards, The State Veterans honoring ceremony, the Aging Gracefully conference.

### High School Activities

Provided live webcast and broadcast of the State **Track and Field** Championships, the **State High School Rodeo** Finals, the **State Jazz Band** Concert, the **State Soccer** Championships, The **State Cheer and Dance** Championships, and the **All-State Chorus and Orchestra** Grand Concert.

We continue to create numerous digital media for blogs and social media in support of all sports coverage.

### News and Public Affairs

**South Dakota Focus** began its 28<sup>th</sup> season with a live broadcast from the Black Hills Bureau in September. The show regularly runs on Thursday nights at 8pm central time.

**On Call** continues each Thursday night at 7pm central time.

**The Daschle Dialogues**, featuring a discussion with Tom Brokaw, is being recorded at the Brookings Performing Arts Center, and airing October 23<sup>rd</sup>.

### Fundraising

Our annual summer on-air membership drive ran August 5<sup>th</sup>-13<sup>th</sup>. We raised \$57,271 from 337 pledges and 245 new members. This was 90.9% of our dollar goal and 76.33% of our new member goal.



Successful programs included Ken Burns America's Storyteller, Folk Legends (featuring Peter Yarrow live in the studio) and Age Reversed

Our next on-air drive will run November 23<sup>rd</sup>-December 3<sup>rd</sup>.

### Viewership in July 2017

This year's four week January Nielsen audience measurement period started June 29th and ran through July 6th.

In this year's book, our combined market, and looking at the entirety of our 24-hour schedule, the average number of viewers tuning in each week was up 10% versus July 2016.

In the prime-time hours of 7 to 10pm, our average weekly cumulative audience was up 37%, or roughly 8000 viewers versus July 2016.

The number of viewers fluctuates from sweeps period to sweeps period based on programming, the lifestyles of viewers at different times of the year and other factors. In July, television viewership tends to be the lowest of the year as people in general watch less TV in the summer. In July 2017, we had nearly 79,000 viewers, compared to over 111,000 in February when people tend to be indoors watching television at a higher rate.

In the coming year, our measurement methodology will be changing from the current paper diary system as the Nielsen company adds people meters to both the Rapid City and Sioux Falls markets. This methodology has been in place in larger markets for many years, and is expected to significantly improve our reporting accuracy.

### Top programs ranked by TV Viewers

Program	average # of viewers
1 Antiques Roadshow Mon 7:00 PM	11,960
2 Images of the Past-Trails Rails and Roads	11,640
3 Images of the Past- Houses of Adams and Pettigrew	11,640
4 Daniel Tiger's Neighborhood	10,100
5 Capitol Fourth	7,400
6 The Great Yellowstone Thaw	8,620
7 Masterpiece	6,990
8 Wild Alaska	6,720
9 On Call	6,300
10 Antiques Roadshow Mon 8:00PM	6,270

### Staff Changes

Videographer/Editor Andrew Bork was hired by SDPB Radio as the new Business Beat Reporter in August. His position was filled by Levi Gutz, who had been an intern at SDPB Radio for the past year.

Videographer/Editor Josh Kappler left for a new opportunity at Wisconsin Public Television, his replacement is Jeff Roskens, who comes to us from Nichols/Sterling Media and KSFY in Sioux Falls.

Maxwell Tushla, a student from USD is our new fall intern.